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## Motorcycle Rides through Indiana Featured on LiveIndiana.net *Blog about favorite rides; Enter to win Red Bull Indianapolis GP tickets*

INDIANAPOLIS – An online summer promotion for Indiana tourism turns its focus to the second of three niche travel areas: motorcycle rides. Visitors to a special website, LiveIndiana.net, will find blogs and travel ideas in three different areas: outdoor adventure, motorcycle rides and college towns. The webpage for *Live Indiana: Motorcycle Rides* features 21 motorcycle rides across Indiana targeted to leisure riders as well as those riding into town for the inaugural Indianapolis Red Bull GP September 12-14. From June 23 through July 11, visitors to LiveIndiana.net can sign up for a chance to win a four-pack of three-day passes to the Indianapolis Red Bull GP.

The enthusiasm for this promotion is tempered by the reality that many Indiana counties are recovering from devastating tornados and floods. Some roads remain restricted or closed as a result of the storms. Riders are asked to consult a special website to learn the latest on road closures before taking one of the featured routes, <http://www.in.gov/dot/gis/slo/RoadClosure.html>. Anyone interested in donating to relief efforts is encouraged to contact the American Red Cross.

*Live Indiana: Motorcycle Rides* will feature 21 route options divided into three different categories: ride-in routes, daytrip routes and leisure ride routes. Each route will be linked to a detailed map with directions for the ride. Visitors to the webpage are encouraged to vote for their favorite leisure ride and join the conversation on the special blog.

The blog from the first part of the promotion, *Live Indiana: Outdoors*, is still active for visitors to share their favorite outdoor activities in Indiana. The third part of the promotion – *Live Indiana: College Towns* – will be featured from July 28 through August 8. During that time, visitors can take a quiz on one of Indiana's college towns for a chance to win a college football getaway. Visitors can also join the conversation on the blog and tell everyone about their favorite place to eat or visit in

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one of these college towns. The blog sites for all three parts of the campaign can be accessed at LiveIndiana.net through August 8.

More than 62 million people travel to Indiana each year, generating \$9.86 billion dollars in visitor spending.

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*Lt. Governor Becky Skillman oversees the Indiana Office of Tourism Development. Amy Vaughan serves as the agency's Director.*